

Tuesday, March 16, 2021 at 17:24:49 Eastern Daylight Time

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**Subject:** Join the Muslim World League for a campaign to #RejectHate  
**Date:** Tuesday, March 16, 2021 at 5:14:14 PM Eastern Daylight Time  
**From:** Mackenzie Trumbull  
**To:** Mackenzie Trumbull  
**Attachments:** image001.png, #RejectHate Toolkit.pdf

Good afternoon,

We all stand together in a common cause rejecting hate and bigotry. We commend the tireless activism from organizations like the American Jewish Committee (AJC) and the Anti-Defamation League (ADL) that have resulted in the decision from Facebook to ban all posts containing denial of the Holocaust. There has been but one of a flurry of new rules introduced by both Facebook and Twitter in recent months, purportedly designed to combat hate and bigotry on their platforms.

The Muslim World League welcomes these decisions, but with a tinge of regret that social media giants are not doing more to act on these policies. Despite new rules, both companies continue to provide platforms for purveyors of Islamophobic content to spread hateful and false characterizations of the Islamic faith and the more than 1.8 billion adherents worldwide.

Facebook and Twitter can and must do better. Both companies have expressed a new resolve to combat hate speech, fake news, and harmful content on their platforms, now is the time for them to follow through on these commitments.

The Muslim World League is launching a campaign to encourage Facebook and Twitter to finally clamp down on this hateful content in a meaningful way, and make sure those who spread it no longer have a home on these platforms. Attached you will find a social media [toolkit](#), and you can read and sign our petition here <http://chnng.it/ZNrLrvYr6m>.

We ask that you join us in this effort and commit to sharing the campaign materials with your members and partners after it is launched. **Please let us know if this is possible by Friday, March 19**, we look forward to hearing from you at your soonest convenience.

Thank you,  
Mackenzie

This is distributed by Qorvis Communications on behalf of the Muslim World League. Additional information is available at the Department of Justice, Washington, D.C.



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# #RejectHate

## SOCIAL MEDIA TOOLKIT

On **Monday, February 1**,  
the Muslim World League launches the  
**#RejectHate Social Media Campaign**

### Background

Recent months have seen both Facebook and Twitter introduce a flurry of new rules purportedly designed to combat hate and bigotry on these platforms. Despite this, both companies continue to provide platforms for purveyors of Islamophobic content to spread hateful and false characterizations of the Islamic faith and the more than 1.8 billion adherents worldwide. **Facebook and Twitter can and must do better.** We are launching this campaign to encourage Facebook and Twitter to finally clamp down on this hateful content in a meaningful way, and make sure those who spread it no longer have a home on these platforms.

### Our Ask

We hope you will sign the petition and spread the word about the #RejectHate campaign launch and petition on your social channels. Below, you will find suggested copy for social media posts, paired with social graphics to help you encourage your followers to sign the petition and #RejectHate. Feel free to edit the social copy to better suit your voice.

We have also created a special [Facebook Frame](#) that you can use to show your support for this campaign and encourage others to do the same.

Remember to use the hashtag **#RejectHate** in all posts.

### Relevant Links and Social Handles

- [#RejectHate Petition](#) on Change.org
- Graphics Folder: [Click to Download](#)
- Twitter: [@MWLOrg\\_en](#)
- Facebook: [@MWLOrg.en](#)
- [Facebook Frame](#)
- Instagram: [@mwlorg\\_en](#)

## Social Media Copy

### Facebook

Facebook and Twitter have expressed a new resolve to combat hate speech and fake news. We applaud the recent policy to ban Holocaust denial content, especially as the world recently remembered the 6M lives lost on International #HolocaustRemembranceDay. While this is a critical step, much of the harmful content on these platforms that spread hateful, false characterizations of the Islamic faith has been allowed to remain. Join us as we launch the #RejectHate campaign calling on Facebook and Twitter to impose a zero-tolerance policy towards hate speech targeting ANY religion by signing this petition <http://chnq.it/ZNrLrvYr6m> and sharing this post to help spread the word.

### Twitter

1. We applaud @Twitter @Facebook's recent policies to ban Holocaust denial content, we are now asking them to extend that policy to #hatespeech targeting ANY religion. Join us to #RejectHate 👉 <http://chnq.it/ZNrLrvYr6m>
2. .@Twitter @Facebook have committed to combatting #hatespeech, but over 3/4 of content violating anti-hate rules isn't removed after it's reported & investigated. Please join us in launching the #RejectHate campaign by signing this petition 👉 <http://chnq.it/ZNrLrvYr6m>
3. .@Twitter @Facebook continue to provide platforms for purveyors of #Islamophobic content to spread hateful and false characterizations of the Islamic faith. Join us in asking them to remove this content from their platforms. Sign the petition here <http://chnq.it/ZNrLrvYr6m> and help us spread the word using #RejectHate.

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